

REMARKS

Reconsideration of the application is respectfully requested.

I. Status of the Claims

Claim 17 has been cancelled without prejudice or disclaimer of the subject matter therein.

Claim 1 has been amended and the amendments do not add new matter.

Claims 1-16 and 18-54 are pending in the Application.

II. Acknowledgment of Allowable Subject Matter

Applicants thank the Examiner for the indication that claims 17, 18, 30, 42, and 54 contain allowable subject matter. Claim 17 has been cancelled and claim 1 has been amended to recite the allowable features of the claim.

II. Rejections under 35 U.S.C. § 102

Claims 1-14, 16, 20-29, 31-39, 41, and 44-53 are rejected under 35 U.S.C. § 102(e) as anticipated by U.S. Patent No. to Morrison et al. (“Morrison”). The Examiner contends that Morrison discloses all the elements of the claims. Applicants respectfully traverse the rejection.

Claim 1 has been amended to recite that the computer system has “a viewing orientation selector changing the orientation of the display.” Further, claim 31, as filed, contained the element of “a viewing orientation selector for changing an orientation of the image to accommodate a plurality of seating positions.” Applicants submit that Morrison does not disclose a “viewing orientation selector” and cannot anticipate the claims. Morrison is silent regarding the changing the

orientation of his display. Further, Morrison's invention is a "self-service checkout terminal" and it would not be obvious to alter the orientation of the display. Morrison's terminal is in a fixed position inside a retail establishment and users approach the terminal from a fixed direction.

Claims 2-14, 16, 20-29, 32-39, 41, and 44-53, depend from claims 1 and 31 and are allowable based at least on their dependence from the independent claims. Applicants respectfully request that the rejections be withdrawn.

IV. Rejections under 35 U.S.C. § 103

Claims 15, 19, 40, and 43 are rejected under 35 U.S.C. § 103(a) as obvious over Morrison and the Examiner's statement of ordinary skill in the art. Applicants respectfully traverse the rejection.

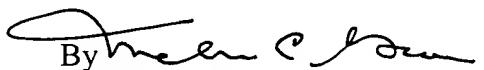
Claims 15, 19, 40, and 43 depend from claims 1 and 31 and are allowable based at least on their dependence from the independent claims. Applicants respectfully request that the rejections be withdrawn.

CONCLUSION

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to pass this application to issue.

Dated: January 6, 2005

Respectfully submitted,



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